

## **Vance C. Branch**

### **Marketing Entrepreneur**

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### **Profile**

Tenacious music executive & entrepreneur with an exceptional understanding of youth culture and entertainment. Visionary leader who develops innovative marketing campaigns that drives revenue and profit growth. Built his own entertainment company brand such as the innovative “*Producers Beat Auction LLC.*” in Atlanta, Georgia into a regional success by securing corporate sponsorships & endorsements from major corporations and celebrities. Extensive network of A-List music industry talent, producers, journalist, music executives, film & TV executives.

*"Vance is a top notch record producer who knows his stuff. Not only does he have the creative instincts for music but he also knows the business and works hard to make things happen." Wallace Collins -ESQ. Testimony 2012*

### **Expertise**

- Strategic & Marketing Planning
- Song & Track Placements (*Def Jam, Razor Sharp, Wutang Records, Universal Records & Sony Records*)
- Research Analytics & Metrics
- Music/Audio Editing Production
- Event Planner
- A&R Management/Consulting
- Advertising & Promotional Campaigns
- Sponsorship Negotiations
- Marketing/Digital/Business/Social Media Marketing

### **Experience**

#### **Producers Beat Auction LLC.**

2010- Present

#### ***Founder/Marketing Manager***

- Digital Marketing Strategy, Online lead generation, search engine optimization (SEO/SEM), ecommerce channel management, customer relationship management, competitive analysis, social media branding, mobile and location based services.

- Identify marketing initiatives through customer research; develop targeting and segmentation plans.
- Coordinate and booked high profile music industry panelists and special guest.
- Secure major sponsorship deals with corporate brands such as **Boost Mobile, ASCAP, SESAC, Izotope, Sam Ash, Propellerhead, Novation and others.**
- Provided recommendations for how to best leverage emerging social platforms and technologies for digital marketing purposes and advertising budgeting.
- Planned, developed, and implemented social marketing strategies to expand social audiences, increase engagement, and to support digital campaigns.
- Organizing, negotiations, coordinating business structured, scheduling with staff and event production.

### **Choo'z Cd Mastering House**

2008-Present

#### ***Owner/Operator***

Operate cd mastering services for indie and major artists. Record, mix, edit, and produced high quality recordings for a diverse client base. Utilized extensive musical background and creativity to enhance clients experience and generate business. Knowledge of sound recording, mastering technics for clients format with analog/digital consoles. Audio editing software experience.

- Cd Mastered "Trillville" & Don P (Straight Up No Chaser) Album- *Universal Records.*
- Cd Mastered & produced records for "Tekitha"- *Razor Sharp/Body Wisdom Records/Wutang Records.*
- Cd Mastered songs for BET Host of Rap City "Joe Clair".
- Cd Mastered Shyheim The Manchild ft Mya -*Bottom Up Records.*
- Cd Mastered other clients: Dead Prez, Bizzy Bone, RZA.

### **WCOI Blazin 105sm Internet Radio Show**

2008-2010

#### ***Host/Programmer/Producer/Disc Jockey***

Decide on content and program scheduling. Control program output/'desk-driving', approve final versions of recorded features. Select music appropriate to the program, the audience and internet radio station formats. Managed and train small creative teams, working with djs and sound engineers. Choose source and research guests and bands. Research material for program content and writing interview questions. Edit recorded material using digital equipment and understanding technical procedures. Work in the production of radio commercials/adverts by liaising with local businesses and helping to create an audio identity for them and jingles, as well as casting actors for voice overs.

### **Check Yourself Publishing**

1998-2005

#### ***Music publisher***

Entertainment industry business affairs with BMI in royalty admin dealings and contract negotiations. Creative business affairs with "Bug Music Publishing Inc." identifying new revenue streams and maximizing content earning potential. Song catalog placements for indie local films, commercials and securing administration publishing deals with **BUG Music London**.

- International music publishing rights.
- Music clearance.
- Royalty administration.

### **Children of Izreal Productions**

1995-2002

#### ***Music Producer***

Extensive knowledge of the techniques of acoustic designing and sound recording. Comprehensive knowledge of studio techniques as well as operating digital and analog recording equipment. In-depth knowledge of different musical genres. Possess sound knowledge of budgeting with good business acumen. Good listener with excellent communication and project management skills. Very knowledgeable operating and programming music equipment and computer studio software and gear. Composing songs (tracks) for recording artists and outsource client based artists.

- Extensive record negotiations with major labels such as Interscope/Universal Records & Sony Records.
- Produced music tracks for the legendary "**Tupac Shakur**", **Ghostface Killah**, **Method Man**, **Tekitha**
- Sample clearance negotiations

### **C.O.I. Record Company**

1994-2002

#### ***CEO/A&R/Music Producer***

Discovering quality talent, working with producers and songwriters, choosing and finding songs that fit each individual artist, overseeing mastering, artwork, and all areas of production. Coordinate a promotion marketing campaign with some independent distributors, one-stops & licensing. Supervising promotional activities with press, radio,

and local tour venues. Handle day to day project management, product development and manufacturing. Overseeing budgeting and accounting records.

- Produced & managed 12 local artists.
- Secured international collaborations dealings and music production with artists such as The Wutang Clan “Cilvaringz” in Paris, France.
- Setup up numerous auditions for artists at major labels in New York.
- Marketing and Strategic planning promoting projects to increase sales.
- Produced & written songs for Interscope Records artist “Tupac Shakur”, Sony/Def Jam Records artist “”Ghostface Killah”.

## **PUBLICATIONS:**

### **Musician Magazine**

*Beat Liinx- March 15<sup>th</sup> 2009*

### **Honors & Awards:**

RIAA Certification Award

Ghostface Killah

Razor Sharp/Sony Records

March 2002

RIAA Certification Award

Tupac Shakur

Amaru/Interscope/Universal Records

January 1996

### **Education**

Art Institute of Pittsburgh- Web Design & Interactive Media

Continuing Education- Marketing Spring 2015

### **Skills:**

Areas of expertise include Social Media Marketing platforms and software, Google Analytics, Microsoft Office, Excel, PowerPoint, Audio Mastering Software, Protools, Nuendo, Studio Music Equipment, Type 40 wpm, IBM computers software support & Mac.

